



**Welsh Language Scheme  
[Hendre Limited]**

**Welsh Language Scheme prepared in accordance with the Welsh Language Act 1993 (the Act) and the Regulatory Code for Housing Associations in Wales, Welsh Assembly Government, March 2006.**

**This Scheme received the approval of the Welsh Language Board under section 14(1) of the Act on 08/07/2008.**



## 1. Opening Statement

### **Aim of the Scheme:**

Hendre Limited has adopted the principle that, in the conduct of public business in Wales, it will treat the Welsh and English languages on the basis of equality. This scheme notes how we will operate that principle in providing services to the public in Wales.

### **Objectives:**

- To allow everyone who uses a service or is in discussion with Hendre to do so through the medium of Welsh or English according to the personal choice of the individual
- To promote and facilitate the use of the Welsh language in the workplace.

Hendre Limited acknowledges that members of the public can express their opinions and needs better in their chosen language. It also acknowledges that enabling the public to use the Welsh language is a matter of good practice rather than a concession and that denying them the right to use their chosen language could place them in a disadvantaged position. Hendre Limited will, therefore, offer the public the right to choose which language to use when dealing with it, in accordance with the principle above.

## 2. Introduction

### • **Background and Corporate Values**

Hendre Limited (formerly Hendre Housing Association Ltd) was formed in November 2002 and provides a range of corporate services.

The principal activities of Hendre are the provision of a variety of centralised corporate services including information technology, financial, development, personnel, facilities management and company secretariat services. Hendre's clients are principally its subsidiary companies, though increasingly it has extended its customer base to include non-group members.

### • **Structure and Areas of Operation**

Governance is provided by a voluntary Board of up to 15 Members. Board Members bring a range of skills and experience and are responsible for controlling Hendre's affairs in an efficient, effective and accountable manner.

Staffing – Hendre Limited employs over 40 staff all based at its Head Office in Culverhouse Cross, Cardiff.

- **Service Users**

In addition to providing corporate services to other Group members, Hendre has commercial sub-tenants of its office accommodation and it provides IT, HR, development and financial services to external clients.

- **The Welsh Language**

It is encouraging that the number and percentage of people able to speak Welsh in the areas where we work has increased and now stands at 11.3%, ranging from 10.2% to 12.5%. This encouraging fact should continue, as the percentage of Welsh speakers in these areas is highest among children and young people.

We will strive to act in accordance with the principles of Iaith Pawb, the Assembly Government's action plan for a bilingual Wales.

The contact point for the Language Scheme is the Director of Corporate Services, who can be contacted on 029 2067 5819, [davidh@hendre.org.uk](mailto:davidh@hendre.org.uk).

### **3. Planning and Delivering Services**

#### **3.1 Policies and Initiatives**

3.1.1 In formulating new policies and initiatives, or in amending policies, the Association will assess their linguistic impact and make sure they are consistent with this Language Scheme and that the measures in the Scheme are implemented when new policies and initiatives are implemented.

3.1.2 The Association will consult the Welsh Language Board beforehand regarding any proposal, which would directly affect this Language Scheme. This Scheme will not be amended without the prior agreement of the Welsh Language Board.

3.1.3 The Association will ensure that whoever is involved in the formulation of policies is aware of the Scheme and of Hendre's responsibilities under the Regulatory Code and the Welsh Language Act 1993.

### **3.2 Service Provision**

3.2.1 The Association will ensure that as many services as possible are available in Welsh and will inform the public when they are available.

3.2.2 The Association will carry out the commitments noted in the Scheme by implementing the following arrangements:

- enable officers from one part of the Group who can speak Welsh to assist another officer when the need arises;
- employ professional translators;
- raise awareness among Hendre's staff of the Language Scheme;
- consider the need to increase the availability of Welsh language skills by means of training.

### **3.3 Services provided for the public by other organisations**

#### Regulatory functions and third party services

3.3.1 Any contracts or arrangements made with a third party will be consistent with relevant sections of this Scheme.

### **3.4 Quality Standards**

3.4.1 Services provided in Welsh and in English will be equal in quality and they will be provided within the same timetable.

3.4.2 Hendre Limited will highlight this central principle in key documents such as corporate plans and annual reports.

## **4. Dealing with Welsh speaking Public**

### **4.1 Correspondence**

4.1.1 The Association welcomes correspondence in Welsh.

4.1.2 All correspondence will be dealt with promptly and correspondence through the medium of Welsh should not in itself lead to delay.

4.1.3 When someone writes to the Association in Welsh, a reply will be provided in Welsh, where a reply is needed.

4.1.4 All correspondence following a telephone or face-to-face conversation in Welsh or a meeting where it was established that Welsh is the preferred language of the person, will be in Welsh.

4.1.5 The Association will agree arrangements for correspondence and for arranging translation.

## 4.2 **Communication over the telephone**

4.2.1 Hendre Limited welcomes telephone calls in Welsh and our standard practice is to ensure that the public can speak in Welsh or in English when dealing with the Association over the telephone.

4.2.2 Reception staff will answer telephone calls with a bilingual greeting.

4.2.3 In order to achieve the aim of treating the Welsh and English languages on an equal basis, the Association will take the following steps to enable Welsh speakers to deal with Hendre Limited in Welsh over the telephone:

- provide an internal directory of Welsh speakers to whom calls can be transferred
- provide staff with guidelines on how to deal with telephone calls from Welsh speakers and ensure that they are familiar with the arrangements.

## 4.3 **Public Meetings**

4.3.1 When public meetings are held by Hendre, including conferences and other similar events, those present will be welcome to contribute through the medium of Welsh or English.

4.3.2 The Association will invite attendees to inform the organisers whether they wish to use Welsh or English.

4.3.3 When there are Welsh speakers among those invited to attend, or if it is known that Welsh speakers intend to be present, translation facilities will be arranged.

## 4.4 **Other Meetings**

4.4.1 The Association welcomes meetings with the public in Welsh or in English but due to the shortage of Welsh speakers, Hendre Ltd cannot guarantee a face to face meeting in Welsh. In such circumstances, we will politely explain the situation and offer other options, such as organise translation or proceed with the meeting in English.

4.4.2 If it is obvious that there is a consistent demand for face to face meetings through the medium of Welsh, and that we are failing to meet that demand, we will consider taking action such as training or appointing bilingual staff.

#### **4.5 Communicating with the public in other ways**

4.5.1 The Association will consider the best ways of meeting the needs of Welsh speakers in whichever way it deals with the public.

4.5.2 Hendre will operate and maintain a bilingual website.

### **5. The Public Face of Hendre Limited**

#### **5.1 Corporate Identity**

5.1.1 The Association is committed to developing a bilingual corporate identity and will adopt a bilingual public image during the lifetime of this Scheme.

#### **5.2 Signs**

5.2.1 When the Association renews or re-erects any signs, it will ensure that the new versions are bilingual. Signs erected for the first time will be bilingual.

5.2.2 The size, standard of clarity and prominence of the words on the signs will respect the principle of language equality.

5.2.3 It will be the Association's standard practice to provide bilingual signs but on occasions, when Welsh and English signs are provided separately, they will be equal in terms of form, size, quality, clarity and prominence.

#### **5.3 Publishing and Printing Materials**

5.3.1 The Association will produce its key strategic documents or those aimed at the public in general in a bilingual form.

5.3.2 The Association's standard practice will be to provide bilingual publications but on some occasions, for practical reasons, it will publish separate Welsh and English versions. In such cases, the Association will distribute the versions at the same time as each other. The publications will also be equally as readily available and both versions will include a message noting that a version is available in the other language.

5.3.3 The Association will ensure that staff and those with responsibility for printing are aware of the policy and procedures for publication.

#### **5.4 Forms and explanatory material**

5.4.1 The Association will produce bilingual forms when it is reasonably practicable and appropriate under the circumstances.

5.4.2 When the Association produces bilingual forms, the standard practice will be to produce bilingual forms with both languages appearing together in the same document.

5.4.3 In some cases (due to the complexity of a form), productions of a bilingual version will not be practical and separate Welsh and English versions may be more practical and appropriate. In such cases, the Welsh and English versions will be equally as easy to obtain in Hendre's offices.

#### **5.5 Press Releases**

5.5.1 Press releases are a prominent part of the Association's public face and will, therefore, be published bilingually when appropriate under the circumstances.

#### **5.6 Marketing and Publicity Campaigns**

5.6.1 The Association's marketing campaigns will comply with the relevant sections of this Scheme.

#### **5.7 Official Notifications, Public Notifications and Staff Recruitment Advertisements**

5.7.1 Official and public notices will be bilingual when it is appropriate under the circumstances. They will be equal as regards form, size, quality, clarity and prominence.

5.7.2 Staff recruitment advertisements will be bilingual for posts where Welsh language skills are required.

### **6. Implementation and Review of the Scheme**

#### **6.1 Staffing**

6.1.1 Arrangements will be made to ensure, to the extent that it is reasonably practical, that workplaces, which have contact with the public, have access to staff with

appropriate Welsh language skills to enable those workplaces to provide a service in Welsh. The degree to which this is necessary or possible will vary depending on the service and area.

6.1.2 We will respond to any lack of skills by means of our recruitment and training, or by considering the possibility of relocating staff internally.

## **6.2 Recruitment**

6.2.1 When it is desirable or essential that an applicant should possess skills in the Welsh language, this will be noted clearly in the qualifications section of the post and in advertisements. The Association will also note the level of competence necessary for the post, for example, “to be a fluent Welsh speaker”.

## **6.3 Welsh Language Training**

6.3.1 Hendre Ltd will support this Language Scheme by encouraging and supporting members of staff to learn Welsh or to improve their skills in Welsh.

6.3.2 Dictionaries and electronic material will be available to help members of staff who are learning Welsh.

6.3.3 The Association will also provide awareness training for staff with regard to the requirements of this Scheme. Our standard practice will be to include such training in the induction of new staff.

## **6.4 Administrative Arrangements**

6.4.1 This Scheme has the full authority, support and approval of the Hendre Board. The Managing Director has the overall responsibility for the implementation of the Language Scheme and all Hendre’s members of staff have a responsibility to know how to implement the Scheme effectively.

## **6.5 Reviewing the Implementation of the Scheme**

6.5.1 The Director of Corporate Services will monitor and review this Scheme.

6.5.2 The Association will use its standard complaints procedure to record and deal with complaints about this Scheme and will ensure that it will be possible to monitor specific complaints about the Scheme.

6.5.3 The Managing Director will report to the Board annually and will send a copy of the report to the Welsh Language Board. The report will follow a format agreed with the Board and will include information about the nature of any complaints and improvement suggestions received from the public in respect of the Scheme. The Group Corporate Governance Committee will monitor the application of this Policy across the Group.

## **6.6 Publication of Information**

6.6.1 The Association will include a statement in its annual report noting where members of the public can obtain a copy of its annual monitoring report to the Welsh Language Board.

## **6.7 Publicity**

6.7.1 The Association will ensure that members of the public who deal with Hendre are aware of this Scheme and its contents and who they can conduct their dealings with Hendre in Welsh.

6.7.2 Methods of publicising the Scheme will follow the Association's usual corporate publicity arrangements and will include ensuring that the Scheme is published in a prominent location on its website.

6.7.3 The Association will ensure that its staff are familiar with the measures included in the Scheme in order to ensure that attention is paid to the measures wherever possible.